

**WHAT IS CLAIMED IS:**

1        1.        A method, employing a browser in data communication over a network  
2        with a server, for determining a price of a product, said server having a plurality of  
3        addresses associated therewith, said method comprising:

4                displaying information concerning said product in a browser window, said  
5                information including an offered price data of said product;  
6                associating a subportion of said plurality of addresses with an identification  
7                code;  
8                agreeing to said offered price data by storing said information in said  
9                subportion, defining agreed price data; and  
10               changing said agreed price data to said offered price data in response to a  
11               predetermined event.

1               2.        The method as recited in claim 1 wherein said predetermined event  
2        includes expiration of a preset amount of time.

1               3.        The method as recited in claim 1 wherein said predetermined event  
2        includes dissociating said information from said subportion of said plurality of  
3        addresses.

1               4.        The method as recited in claim 1 wherein said information corresponds  
2        to characteristics of an automobile.

1               5.        The method as recited in claim 1 wherein said information corresponds  
2        to characteristics associated with an automobile, and said changing said agreed price  
3        comprises:  
4                varying said characteristics.

1               6.        The method as recited in claim 2 wherein said preset time is in a range  
2        of one to ten days.

1           7.       The method as recited in claim 1 wherein said offered price data  
2 includes information includes taxes associated with a geographic region and a  
3 manufacture's suggested retail price (MSRP), and said changing said agreed price data  
4 comprises:  
5           varying said MSRP independently of said taxes.

1           8.       A computer system comprising:  
2           a processor, configured to operate a browser;  
3           a network interface, coupled to said processor and coupled to a server via a  
4           network, wherein said network interface permits said browser to be in  
5           data communication over said network with said server and said server  
6           has a plurality of addresses associated therewith;  
7           computer readable medium coupled to said processor; and  
8           computer code, encoded in said computer readable medium, for determining a  
9           price of a product by virtue of being configured to cause said  
10          processor to:  
11          display information concerning said product in a browser window, said  
12          information including offered price data of said product;  
13          associate a subportion of said plurality of addresses with an  
14          identification code;  
15          permit agreement to said offered price data by storing said information  
16          in said subportion, defining agreed price data; and  
17          change said agreed price data to said offered price data in response to a  
18          predetermined event.

1           9.       The computer system as recited in claim 8 wherein said predetermined  
2 event includes expiration of a preset amount of time.

1           10.      The computer system as recited in claim 8 wherein said predetermined  
2 event includes dissociating said information from said subportion of said plurality of  
3 addresses.

1           11.    The computer system as recited in claim 8 wherein said information  
2 corresponds to characteristics of an automobile.

1           12.    The computer system as recited in claim 8 wherein said information  
2 corresponds to characteristics associated with an automobile, and said computer code  
3 configured to cause said processor to change said agreed price is further configured to  
4 cause said processor to:  
5           vary said characteristics.

1           13.    The computer system as recited in claim 9 wherein said preset time is  
2 in a range of one to ten days.

1           14.    The computer system as recited in claim 8 wherein said offered price  
2 data includes information includes taxes associated with a geographic region and a  
3 manufacture's suggested retail price (MSRP), and said computer code configured to  
4 cause said processor to change said agreed price is further configured to cause said  
5 processor to:  
6           vary said MSRP independently of said taxes.

1       / 15.    A computer program product for operation on a computer system  
2 having, employing a browser in data communication over a network with a server, for  
3 determining a price of a product, said server having a plurality of addresses associated  
4 therewith, said computer product comprising:  
5           code to display information concerning said product in a browser window, said  
6           information including offered price data of said product;  
7           code to associate a subportion of said plurality of addresses with an  
8           identification code;  
9           code to accept said offered price data by storing said information in said  
10          subportion, defining agreed price data; and  
11          code to change said agreed price data to said offered price data in response to a  
12          predetermined event.

1           16.     The computer program product as recited in claim 15 wherein said  
2 predetermined event includes expiration of a preset amount of time.

1           17.     The computer program product as recited in claim 15 wherein said  
2 predetermined event includes dissociating said information from said subportion of  
3 said plurality of addresses.

1           18.     The computer program product as recited in claim 15 wherein said  
2 information corresponds to characteristics of an automobile.

1           19.     The computer program product as recited in claim 15 wherein said  
2 information corresponds to characteristics associated with an automobile, and said  
3 code that changes said agreed price comprises:  
4           code to vary said characteristics.

1           20.     The computer program product as recited in claim 16 wherein said  
2 preset time is in a range of one to ten days.

1           21.     The computer program product as recited in claim 15 wherein said  
2 offered price data includes information includes taxes associated with a geographic  
3 region and a manufacture's suggested retail price (MSRP), and said code that changes  
4 said agreed price comprises:  
5           code to vary said MSRP independently of said taxes.

1         / 22.     An apparatus, employing a browser in data communication over a  
2 network with a server, for determining a price of a product, said server having a  
3 plurality of addresses associated therewith, said method comprising:  
4           means for displaying information concerning said product in a browser  
5           window, said information including an offered price data of said  
6           product;

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7 means for associating a subportion of said plurality of addresses with an  
8 identification code;  
9 means for agreeing to said offered price data by storing said information in  
10 said subportion, defining agreed price data; and  
11 means for changing said agreed price data to said offered price data in  
12 response to a predetermined event.

1 23. The apparatus as recited in claim 22 wherein said predetermined event  
2 includes expiration of a preset amount of time.

1 24. The apparatus as recited in claim 22 wherein said predetermined event  
2 includes dissociating said information from said subportion of said plurality of  
3 addresses.

1 25. The apparatus as recited in claim 22 wherein said information  
2 corresponds to characteristics of an automobile.

1 26. The apparatus as recited in claim 23 wherein said information  
2 corresponds to characteristics associated with an automobile and said means for  
3 changing said agreed price comprises:  
4 means for varying said characteristics.

1 27. The apparatus as recited in claim 23 wherein said preset time is in a  
2 range of one to ten days.

1 28. The apparatus as recited in claim 22 wherein said offered price data  
2 comprises information includes taxes associated with a geographic region and a  
3 manufacture's suggested retail price (MSRP), and said means for changing said agreed  
4 price data comprises:  
5 means for varying said MSRP independently of said taxes.

1        29.    A method for managing information regarding a product comprising:  
2        selecting a selected feature from a plurality of such features, wherein said  
3        product can be configured with at least one of said features; and  
4        storing said information, wherein said information includes said selected  
5        feature.

1        30.    The method as recited in claim 29 wherein said plurality of features is  
2        one of a set of such pluralities of features.

1        31.    The method as recited in claim 29 wherein each one of said features  
2        corresponds to characteristics of an automobile.

1        32.    The method as recited in claim 31 wherein one of said set of such  
2        pluralities of features is a make of said automobile.

1        33.    The method as recited in claim 31 wherein one of said set of such  
2        pluralities of features is a model of said automobile.

1        34.    The method as recited in claim 31 wherein one of said set of such  
2        pluralities of features is a trim level of said automobile.